



## CITY OF ATLANTA

SHIRLEY FRANKLIN  
MAYOR

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July 19, 2004

President Pro-Tempore Ceasar Mitchell and  
Members of Atlanta City Council  
City Hall, Suite 2900 South  
68 Mitchell St., S.W.  
Atlanta, Georgia 30303

**RE: Keep Atlanta Beautiful Board of Directors Appointment**

Dear President Pro-Tempore and Members of the Council:

It is a pleasure for me to appoint Norman H. Ross, Jr. to serve as a member of the Keep Atlanta Beautiful Board of Directors for the City of Atlanta. This appointment is for a **term of two (2) years**.

I am confident that Norman H. Ross, Jr. will serve the Keep Atlanta Beautiful Board of Directors with integrity and dedication.

Sincerely,



Shirley Franklin

# Norman H. Ross, Jr.

148 Belmonte Drive. Atlanta, GA 30311 (404) 753-0106 nross@na.cokecce.com

(DIST: 4)

## WORK EXPERIENCE

### **Coca-Cola Enterprises Inc., Atlanta, GA**

October 1999 - Present

#### *Public Affairs Specialist*

- Responsible for all Public Affairs functions in the Atlanta metropolitan area.
- Manage media relations for the Atlanta and Southern States divisions.
- Assist in managing governmental and community relations and issues management in the Atlanta and Southern States divisions.
- Implement and coordinate *Operation Grassroots Enterprises* training with Public Affairs Manager for the Atlanta and Southern States divisions.
- Coordinate public affairs efforts with Coca-Cola Enterprises Inc. and The Coca-Cola Company to maximize Coca-Cola system efforts.
- Manage the day-to-day activities of Company's 21 state and federal political action committees (PACs).
- Organize data entry of political expenditures and employee contributions, and file maintenance of the extensive employee database and the preparation of monthly activity reports for the public affairs field in the specialized PAC software system, MicroPAC.
- Draft and edit semi-annual presentations regarding PAC activities for the manager and/or vice president of public affairs who serve respectively as treasurer and chairman of the PACs.
- Coordinate and conduct the annual PAC solicitation efforts (the PAC currently has over 3,000 members): producing letters of invitation, creating PAC marketing materials, maintaining records of the potential and current membership, coordinating mailings, and following-up with letters of appreciation from the vice president of public affairs.
- Design and develop with public affairs specialist the Company's annual public affairs/PAC newsletter (or any other communication vehicles for the PACs) which is published quarterly.
- Oversee and administer the public affairs political database program, an in-house database, which combines data from MicroPAC, legislative official database, human resources database.

### **Coca-Cola Enterprises Inc., Atlanta, GA**

June 1994 - August 1997

#### *Summer Intern*

- Merchandised grocery stores to keep shelves stocked with product.
- Analyzed volume reports for metro sales centers to recognize gains and losses.
- Established new accounts to maximize growth in recreational markets.
- Created Recreation Vending Program to increase brand image and sales in recreational markets.
- Managed and input data in *Real Estate Facility Database*.

## EDUCATION

### **Maxwell School of Citizenship and Public Affairs, Syracuse University, Syracuse, NY**

Master of Public Administration: July 1999

Concentration: State & Local Government Financial Analysis & Management

### **Morehouse College, Atlanta, GA**

Bachelor of Arts: May 1998, *Cum Laude*

Major: Business Administration, Finance

## SKILLS

- Extensive computer experience with Microsoft applications: Spreadsheet Application, Presentations, Database Management, and Quantitative Analysis.
- Financial Management, Budget Implementation, and Public Speaking.

## ACTIVITIES

- Leadership Atlanta Class of 2004
- Hands on Atlanta Board of Directors
- KIPP WAYS (West Atlanta Youth Scholars) Board of Directors
- Former Chairman of The Cascade United Methodist Church Trustee Board
- INROADS/Atlanta, Inc. Alumni Association

Norman H. Ross, Jr. is a Public Affairs Specialist with Coca-Cola Enterprises, the largest Coca-Cola bottler of liquid non-alcoholic refreshments. Norman is an Atlanta native and a graduate of the Atlanta Public School system. He received a Bachelor of Arts in Business Administration from Morehouse College and a Masters of Public Administration from the Maxwell School of Citizenship and Public Affairs at Syracuse University. Norman has been a member of Cascade United Methodist Church for over 27 years and he currently resides in Southwest Atlanta.